

Workforce 411

SUMMER EDITION - JUNE 2011

Deputy Director's Information Booth By Dennis Petrie

Between June 2009 and December 2010, California awarded competitively approximately \$49.3 million in American Reinvestment and Recovery Act (ARRA) funds to enhance assistance and services to the unemployed. The availability of ARRA funds promoted an array of Workforce Investment Act (WIA) activities which included the expansion of job search assistance and training opportunities in high demand occupations like health care, green energy, as well as the creation of additional summer employment opportunities for youth.



Over the 12-month period leading up to June 2009, when ARRA funds were becoming available, California lost 958,000 private sector jobs—an average of about 80,000 jobs each month. Altogether, the job loss amounted to nearly 1.3 million during the recession. Putting Californians back to work was one of the top priorities behind the enactment of the Recovery Act and its dollars were widely used to prepare people to succeed in high-paying jobs in growing industries. Compared to the pre-ARRA program year (7/1/08 to 6/30/09), the number of participants who received training and services through the EDD in 2009 and 2010 increased by 234 percent under the Adult WIA funding, and by 115 percent under the Dislocated Worker WIA monetary stream.

We now find ourselves with plenty of changes and challenges ahead of us for the second half of 2011 and subsequent years. Fortunately, the California economy is stepping on the road to recovery. The State has added more than 250,000 private sector jobs since the trough in February 2010 and nearly 204,000 private sector jobs over the year ending in April 2011, gaining an average of about 17,000 jobs each month. In the past year, a strong growth has emerged in the professional and business services (+58,800); educational and health services



Continued on Page 2

IN THIS ISSUE:

- ◆ Veterans Employment Assistance Program
- ◆ Featured WSB Unit
- ◆ CWSN Update
- ◆ WSB's Connection to Social Media
- ◆ Making a Difference

HIGHLIGHTS

Green Jobs 2010-2011

Projects funded under this initiative will promote the use of industry sector strategies to address the need for skilled workers in the green industry. A total of \$3 million will be available for grantees who can establish strong relationships between the green industry employers, pre-apprenticeship, and registered apprenticeship programs by building on existing career training programs.

Youth Career Technical Education 2010-2011

This initiative will follow the career technical education model keeping youth engaged by connecting classroom experience to real life work activities and career pathways. A total of \$3 million will fund projects that will link education in the classroom and skill training in the workplace. Strategies may include training programs that result in the completion of an industry-recognized certificate, diploma, or degree, or is part of a pathway towards an industry-recognized certification achieved at the postsecondary level.

◆ THE WSB MISSION:

"California's workforce system supports economic vitality by connecting people, training, and work".

◆ THE WSB VISION:

"California's workforce development system is innovative and integrated, promoting economic growth and advancing shared prosperity for California's employers and job seekers".

Deputy Director's Message Continued

(+46,300); leisure and hospitality (+33,500); trade, transportation, and utilities (+31,700); and information (+29,200) sectors. Nevertheless, California still has a long way to go with one million fewer private sector jobs than the peak in July 2007.

As we near the culmination of the ARRA funding, I would like to commend everyone involved in making California jump on the path to recovery by providing premier job assistance and training services at a time when they were needed by more people than ever before. Without full cooperation from our partners and grantees, the EDD would have never expected to reach full expenditure and benefits. The experience has been a tremendous undertaking for all but at the end of the day, workforce professionals have to be proud that their second to none performance was not only successful, but also exemplary.

As we move ahead, we gear our attention to the release of the WIA formula fund allocations for Adult, Youth, and Dislocated Worker funding streams for program year 2011-12. With reductions in the WIA Governor's Discretionary Account from 15 percent to 5 percent, California has to quickly move forward to apply for sub-grants to balance the loss. Although the limitation only applies to the initial allocation, it is still unclear whether the second round, which is due to be received in October, will be affected by the same reduction. Currently, the Governor's Discretionary Account for program year 2011 is in a state of flux. In an effort to relieve further speculations, I will keep you posted via this means about any new developments.

Even in the middle of a recession and with receding federal funding, I have to recognize that California restlessly continues to strive to position itself under the bright lights of recovery with successful and innovative business, labor, education, and community partnerships that bring leveraged opportunities to turn the economy around. Let's keep it up! ♦

"Obstacles are things a person sees when he takes his eyes off his goal."

~E. Joseph Cossman (Entrepreneur)

CURRENT INITIATIVES AND PROGRAMS

Veterans Employment Assistance Program

Nearly \$6 million in State grants was awarded to 13 organizations to provide individualized services to help 1,200 veterans, with an emphasis on those who recently returned to civilian life to move quickly from military life into high-wage jobs. The program will offer veterans training and employment services that recognize the skills and experiences from the military and smooth the way to successful civilian employment with a future. The individualized services will prepare them for careers in a variety of fields, including computer and software services, business services, green energy, healthcare, information technology, agriculture, physical education, transportation, communications, and manufacturing.

Campesino de California

A grant for \$150,000 will fund the development and delivery of La Voz del Campo / Voice of the Fields newsletter and eight one-hour Spanish language radio shows. The newsletter, written in English and Spanish will be distributed to Migrant and Seasonal Farm Workers (MSFWs) and their families. The newsletter covers information about EDD services that include State Disability Insurance, Unemployment Insurance, and the Workforce Investment Act services delivered through the statewide One-Stop Career Center system. The newsletter promotes the Foreign Labor Certification H-2A Temporary Agricultural Worker Program and will be disseminated among more than 400 distribution points which include all of the EDD workforce service sites.

Deaf and Hard of Hearing Services SFP 2011/12

The Employment Development Department made \$1.5 million in Wagner-Peyser funds available through a competitive process to assist job-ready deaf and hard of hearing persons in searching for, obtaining, and retaining unsubsidized employment. Public agencies or private nonprofit corporations were eligible to apply. These

services will be provided in selected One-Stop Career Centers throughout California.

For more information about WSB Current Programs and Initiatives, visit: http://www.edd.ca.gov/Jobs_and_Training/WDSFP_Workforce_Development_Solicitations_for_Proposals.htm. ♦

CWSN UPDATE

CALIFORNIA WORKFORCE SERVICES NETWORK – GET YOUR NEWS BRIEFS HERE!

The California Workforce Services Network (CWSN) will replace both the current Job Training Automation (JTA) and CalJOBSSM systems. Its implementation effort is well underway and will be completed by July 1, 2012. During this next year, communication regarding the CWSN effort will be essential to members of the workforce development community.

The CWSN Insider is a biweekly electronic mailing designed to update subscribers about the implementation of the system. The Insider will keep partners and other stakeholders abreast of project activities, implementation progress, future training efforts, organizational change management tools, frequently asked questions, and other resources available. To subscribe to the CWSN Insider, visit: www.edd.ca.gov/Jobs_and_Training/Our_Partners.htm.

For questions regarding the CWSN, please contact CWSN@edd.ca.gov. ♦

CWSN PROJECT POLICY COMMITTEE

By Art O'Neal

The California Workforce Services Network (CWSN) project has entered the execution phase with an implementation date scheduled for July 1, 2012. This new automation system will introduce an integrated delivery system; unlike anything California has had before – improving delivery of services to job seekers and employers.

EDD has made every effort to identify all workforce services business requirements in the original Request For Quote (RFQ) and in subsequent development sessions with the vendor, Geographic Solutions. However, it is foreseeable that there will be requirements and related policy issues that will warrant clarification as the project moves forward. The recently created CWSN Project Policy Committee will work to prevent delays in decisions that could potentially slow down the implementation process.

The CWSN Project Policy Committee will represent both the experience and interests of the EDD, the California Workforce Investment Board (CWIB) and the local partners. The membership is comprised of the following:

- Michael Evashenk, Chief, EDD Workforce Services Division
- Diane Ferrari, Chief, EDD Northern Division Workforce Services
- Richard Verches, Executive Director, Los Angeles County Workforce Investment Board (WIB)
- Robin Purdy, Deputy Director, Sacramento Employment and Training Agency (SETA)
- Adam Peck, Executive Director, Tulare County WIB
- Doug Sale, Chief of Operations, CWIB
- Art O'Neal, Business Project Manager, CWSN, EDD Workforce Services Branch

The committee members will contribute to the successful implementation and system-wide adoption of CWSN, which will bring about fundamental changes in the administration of California's workforce development programs. CWSN will bring common client management tools, improved data collection, enhanced ability to use timely program data in decision making; and will allow EDD to tell the full story to the Department of Labor and stakeholders in the State of California. ♦

FEATURED WSB UNIT:

LMID'S PROJECTIONS UNIT

The EDD Labor Market Information Division's (LMID) Projections Unit is where One-Stop clients go when they need help to select a new career path or find an occupation with promising job prospects. The Projections Unit is there to assist job seekers in making informed decisions by analyzing and developing employment projections by industry and occupation. The State and local area occupational employment projections help identify occupational size, trends, and projected growth in a given area.

Two helpful data search tools to assist clients are located on the LMID Web site: Occupations with the Most Openings and the Fastest Growing Occupations. These tables provide a quick and easy reference for customers to use projections to make occupational training decisions and career choices. These forecasts serve as a guide to:

- **Individuals** for planning their future careers.
- **Employers and Economic Developers** for identifying industry trends.
- **Counselors** for helping students preparing for future jobs.
- **Educators** for developing curriculum,.
- **Workforce Partners** for investing limited training dollars for those who need retraining.

The 2008-2018 California and local area industry and occupational employment projections are available online. ♦

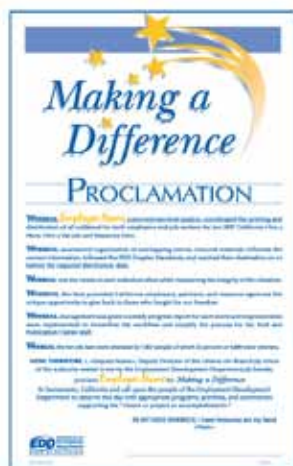


Back row l-r: Ryan Shiroy, Bindy Bal, Larry Dienes, Joseph Lee. Front row l-r: Pat Hom, Mark Shelton, Lilly Singh, Margo Gonzales

ANNOUNCING WSB IN THE SOCIAL MEDIA SCENE

The Workforce Services Branch (WSB) has been taking an active part keeping the public informed of the latest news and updates through interactive social media. The Public Affairs Branch's Web Content and Usability Group and the WSB's Communications and Research Unit are working together to post news snippets in real time to users of the EDD Web site, Twitter and Facebook accounts, and YouTube channel.

Through social media, the EDD is reaching out to almost 12,000 followers on Twitter, more than 1,600 fans on Facebook, and has just under 900,000 views on YouTube. WSB has recently established a procedure for employees to submit requests to have items posted. Refer to the Web Site and Social Media Procedures Internal Administrative Notice (IAN 11-010) for further information. ♦



COMMENDATIONS

“Hooked at the Roots” was the theme of this year’s California Workforce Association’s Spring Conference in San Diego on April 21, 2011 where Dennis Petrie, Workforce Services Branch Deputy Director, delivered a keynote speech to all attendees.

After welcoming attendees and a very motivating speech, Mr. Petrie thanked and commended all of the employees of the Local Workforce Investment Areas and One-Stop Career Centers for their significant contributions to the continued success of the Workforce Development System and presented each location with a Deputy Director’s *Making a Difference* Proclamation.

Eddie Purtuas, a Workforce Services Manager at the Inglewood Workforce Services office, was a proud recipient of a *Making a Difference* Proclamation from the Deputy Director of the Workforce Services Branch. Subsequently, Eddie was selected to receive the *Making a Difference 2011 Director’s Service Award*, which annually honors 10 EDD employees for their dedication to serving the people of California during Public Service Recognition Week. Eddie was recognized for exemplifying the EDD values and his contribution to the greater good of the Department and the State of California. For the past four years, Eddie has lead the Los Angeles Area Marketing Committee for events supporting the “Honor a Hero, Hire a Vet” Job Resource Fairs. Eddie’s outstanding marketing skills and tireless efforts played a major role in the extensive coverage received by mainstream television networks and radio stations in the Los Angeles media market. Expanded communications not only brings more participants to the events, but also entices more employers to hire our veterans. Eddie is ***Making a Difference*** with his arduous task of connecting veterans to jobs.



TRIVIA

1. How many staff retired from the EDD in 2010?
2. Which EDD Branch experienced the largest staff loss due to retirements?

Workforce 411



(l-r): Olin King, Becky Garcia, Pete Holguin, Gina Galvan, Julius Ekeomodi, Loris Allen, and Hector Silva.

Julius Ekeomodi, an Employment Program Representative from the San Gabriel Valley Workforce Services, was recognized by the Workforce Services Branch's Deputy Director with a *Making a Difference* Proclamation for providing outstanding customer service beyond his call of duty. Julius effectively mentors various youth groups and conducts workshops dealing with job search, résumé writing, interview preparedness, self-assessment, job strategies, basic computer skills and CalJOBSSM orientation. His managers and supervisors consistently hear praises from clients about Julius' skills, which he uses to help job seekers land their "dream jobs." Through his exemplary service, Julius is ***Making a Difference*** in many human lives by going above and beyond.



Susan Diaz, a Youth Mentor for the Youth Employment Opportunity Program in the Pacoima Worksource Center, started her career with the EDD in 1999. Susan comes to work every day with a strong purpose and an appreciation for life

and all its experiences. Being a Youth Mentor has taught her how fortunate she is to have not just a "job" but an opportunity to truly touch the lives of young people.

The Career Opportunity Exploration Program is one of the most successful after school projects Susan has developed. The mission of the program is to reach at-risk high school youth facing legal and academic challenges and help them stay in school. Susan is ***Making a Difference*** in many young lives by showing them a brighter future ahead.

Ilene Silva, an Associate Governmental Program Analyst with the Deputy Director's Office, Communications and Research Unit in Sacramento, has been instrumental in implementing the Forms Clearance process for the entire Branch. Ilene always goes out of her way to process an enormous amount of clearance requests from the field offices and she can be trusted to emerge with a final product that is both professional and timely. Ilene's efficiency has improved the time it takes to process new and revised forms, flyers, posters, brochures, etc. used by millions statewide. She also takes personal pride in ensuring that newly assigned field staff gets appropriate training on the multi-step process. Ilene is mostly recognized by everyone she works with for ***Making a Difference*** with her positive "can do" attitude and her willingness to do whatever may be necessary to get the job done right.



Thanks to the entire Workforce Services Branch team for your diligent work and commitment to service. Congratulations to the honorees for truly ***Making a Difference*** for California. ♦

FROM THE MAIL BAG

Five participants from the Merced County Office of Education, Career & Alternative Education Program Bridges to Success (BTS) were selected to attend the College of Medical Arts - Certified Nursing Association (CNA) Program at the Atwater Campus (Anberry Rehabilitation Hospital). This five-week program requires students to attend evening classes three nights a week along with Saturday and Sunday sessions. All five participants were successful in their exit exam, received their certification and graduated on April 23rd!



(l-r): Crystal Del Toro, Tania Macias, Miguel Lua, Gabriela Pena, Jessica Rios-Pizano

In a statement about the program coordinators, Gabby Pena wrote, "I feel blessed for all of the doors you have opened for me and for all the opportunities you have given me. I honestly have no idea how I got here from there. A couple of months ago, before your help and before Mrs. Johnston's medical occupation class, I felt like there was no future for me. I had absolutely no hope within myself, but now I have complete faith that I am truly capable of doing and becoming anything I want to! Giving me a work site, even if it was for a couple of months, has helped my family and I tremendously. I was able to get my license and was able to save enough for a car! Simple things like this one changed my life drastically, giving me a bit of extra money and work experience! Another thing that I'd like to thank you for, is for the chance you have given me to become a CNA, my first stepping stone for achieving my ultimate goal, a Registered Nurse. I promise to give it my all and to not disappoint you or my family. I still can't believe I was chosen for the CNA program out of all the other students for this wonderful opportunity! I am going to grab it with both hands and not let go of it! These open doors have made me a completely different and better person." ♦

TRIVIA ANSWERS

1. In 2010, a total of 1,345 staff retired from the EDD.
2. The WSB experienced the largest loss; 18 percent of its workforce retired in 2010. (Approximately 260 employees).



State of California

Workforce Services Branch

Employment Development
Department

Produced by
Workforce Services Branch
Communications and Research Unit

E-mail: Workforce411@edd.ca.gov

Patricia Rey
Editor

The Workforce 411 is published quarterly. Submissions are accepted on an ongoing basis. The Workforce 411 reserves the right to edit submissions as necessary.

Do you have a story, questions, or comment for us?

We'd love to hear from you.

Send it to:

Workforce Services Branch
P.O. Box 826880, MIC 88
Sacramento, CA 94280-0001
Or, e-mail it to:
Workforce411@edd.ca.gov

EDD is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Requests for services, aids, and/or alternate formats need to be made by calling 916-653-1681 (voice). TTY users, please call the California Relay Service at 711.